



ECotality, Inc. (ETLY), headquartered in Scottsdale, Arizona, is a leader in clean electric transportation and storage technologies. Through innovation, acquisitions, and strategic partnerships, ECotality accelerates the market applicability of advanced electric technologies to replace carbon-based fuels. For more information about ECotality, Inc., please visit www.ecotality.com.

ECotality, Inc.
(OTC BB: ETLE)

CORPORATE PROFILE
JANUARY 2010

Sector: Energy
Industry: Cleantech

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SELECT FINANCIALS

Fiscal Year End:	December 31
Current Price (1/20/10):	\$5.50
52-Week Range:	\$1.20- \$27.60
Shares Out:	6.1 M
Market Cap:	\$33.6 M

Operational Updates

- The Company was awarded \$99.8 million from the U.S. Department of Energy, which was supplemented by an additional commitment of \$8 million from the California Energy Commission, for the largest deployment of EVs and charging infrastructure ever undertaken in The EV Project (www.theEVproject.com).
 - The contract was finalized and the Project was officially initiated on October 1, 2009.
- ECotality raised \$20.5 million in equity financing from various institutional investors. In addition to the capital raise, the debenture holders of ECotality will convert all \$9.1 million of existing debentures and related warrants into equity.
 - The restructuring diminishes control by any one shareholder and through the elimination of debt and warrants significantly strengthening ECotality's capital structure for current and future shareholders.
- ECotality's Board authorized management to submit an application to be listed on The NASDAQ Stock Market after completing a 1:60 reverse stock split.
- ECotality signed definitive agreements with Shenzhen Goch Investment, Ltd. (SGI), which established two joint venture companies in China.
- SGI has committed to providing up to \$10 million to fund a joint venture with ECotality to manufacture and assemble electric vehicle charging equipment and \$5 million to fund a joint venture to market and sell these charging systems in China.
- The Company was awarded a patent for its Bridge Power Manager (BPM) by the United States Patent and Trademark Office. The BPM provides a cost-effective means to share power with existing electric circuits for eTec's Minit-Charger™ line of fast charge systems. ECotality's President and CEO, Jonathan Read, along with 40 other delegates, joined Energy Secre-

Nissan Partnership

- The Company has entered into a commitment with [Nissan North America](#) and [Pima Association of Governments](#) (PAG) to facilitate the establishment of electric vehicle (EV) charge infrastructure throughout Arizona's Pima County.
- In conjunction with the 2010 launch of Nissan's zero-emission electric vehicle, ETLY will initiate its EV Micro-Climate program in the Tucson region to promote sensible policies, intelligent deployment of charge infrastructure, and strong public awareness to foster the successful consumer adoption of grid-connected electric vehicles .
- Nissan has committed to make available a supply of electric vehicles to the region's public and private fleets in 2010, the year Nissan's electric vehicle will be ready for the commercial market.

"This partnership represents a major step toward making zero emissions a reality in the Tucson Metro Area. "The Tucson area long has been a leader in advanced technology and sustainability planning. We are looking forward to working with our partners in fostering the development and acceptance of electric vehicles as a smart, environmentally sound choice."

— *Dominique Thormann, Senior Vice President, Administration and Finance, Nissan North America*

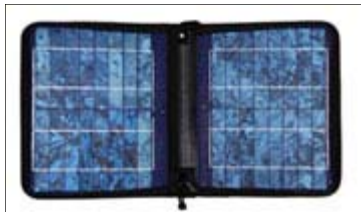
Management Statement

"While we are pleased with the recent operational successes that we have achieved, we are excited about our growth prospects in this rapidly growing sector over the upcoming months. Our management team is confident that we can capture additional market share in what is estimated to be a \$2 billion emerging industry for EV charging systems. We remain focused on strengthening our strategic relationships, expanding our market presence and increasing earnings. We look forward to leveraging the strong operational base that we have established during this quarter and growing ECotality to its full capacity going forward."

- *Jonathan Read, Chief Executive Officer*

Charge Cell Phones from the Sun

- ◆ Recharge cell phones and iPods in less than an hour with one of our two (15W and 22W) portable solar binders.
- ◆ These lightweight fiberglass solar panels, in a zippered rugged case, provide 12V output ideal for backpacking, camping and emergency preparedness.



Electric Vehicle Batteries

- ◆ The Company is working with EV manufacturers, ranging from eBikes through PHEVs to provide state-of-the-art power solutions (SLA, NiMH & Li) to include fast-charging where appropriate.
- ◆ ETLY's first products will be available in Q2 of 2009.



Innergy's Portable Solar Power

- ◆ From 400W portable solar charging stations that are ideal for emergency back-up power down to 100W eBike/eScooter solar charging stations,
- ◆ The Company offers new ways to power a wide range of portable devices from the sun



ECotality's Mission

- ◆ Our world is committed to electricity. As our electricity is most commonly taken from the grid, rapid advancements in science and technology are allowing for alternative energy production from clean sources like solar, wind, and hydro that provide efficient and renewable electricity. The development of these clean technologies is crucial to creating a cleaner, greener, and more efficiently powered world.
- ◆ As these renewable energy technologies develop, we need to find ways to improve our electrical efficiency and better methods of storage and delivery of energy. As solar and wind are available only when nature permits, we need clean solutions that meet our complex energy demands. More efficient energy storage solutions need to be developed to promote the commercialization and acceptance of renewable energies



About 4.5 billion years of this



Has become this in only a hundred years.

Key Senior Management and Directors

Jonathan R. Read, Chief Executive Officer & President, is an entrepreneur, experienced brand manager, international developer and licensor with a passion for the discovery and realization of clean technology solutions. Over the last 30 years, Read has grown corporations in various markets through global licensing agreements, strategic partnerships and creative management guidance. Prior to founding ECotality, Read was the founder, former Chairman and CEO of Park Plaza International (Park Inn International/Park Plaza Worldwide). Read grew the hotel chain from just four hotels to a leading global hotel group focused on licensing and joint ventures with operations in 32 countries. In 2003, he sold the companies to Carlson Hospitality and Golden Wall Investments in 2003.

Dr. Jerry Lin, Director & Chairman of the Technology Committee, provides guidance on technical issues related to the company's effort in the development of various renewable energy technologies. In addition to his role as Professor and Department Chair of Chemical Engineering at the Arizona State University in Tempe, Arizona, Dr. Lin has served on editorial boards of several journals including the Journal of Membrane Science. He was the conference chairman of the 8th International Conference on Inorganic Membranes

Statements included in this document may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of risks and uncertainties such as competitive factors, technological development, market demand, and the company's ability to obtain new contracts and accurately estimate net revenues due to variability in size, scope and duration of projects, and internal issues in the sponsoring client. As a result, actual results may differ materially from any financial outlooks stated herein. Further information on potential factors that could affect the company's financial results can be found in the company's Reports on Forms 10-KSB and 10-QSB filed with the Securities and Exchange Commission. This information does not provide an analysis of the Company's financial position and is not a solicitation to purchase or sell securities of the Company. Alliance Advisors, LLC, its affiliates, officers, directors, subsidiaries and agents of this information has been compensated by the Company. In preparing this information, Alliance Advisors, LLC has relied upon information received from the Company, which, although believed to be reliable, cannot be guaranteed. This information is not an endorsement of the Company by Alliance Advisors, LLC. Alliance Advisors, LLC is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing in the Company.